Bibliography of Retailing

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Bibliography of Retailing

A Selected List of Books, Pamphlets and Periodicals Compiled by

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FOREWORD

The object of this bibliography is to present in convenient form a list of titles of some of the more important works in the retailing field. No attempt has been made to give all titles. Selections have been made with reference both to practical value and to availability. Books in foreign languages are entirely omitted, although both in French and in German there is an extensive literature on retailing and there are beginnings in other languages. Some books published in England, but readily obtainable in this country, are included. Titles long out of print and therefore difficult to procure, are, for the most part, omitted.

While an effort has been made to include all books of value, subject to the exceptions already noted, the exclusion of any title from the list should not be interpreted as an indication of a judgment that it was not worth including. It is probable that some important works may have been overlooked. Suggestions on this or any other point are invited by the writer in order that corrections may be made in later editions.

This list is the result of several compilations made from time to time over a period of many years, chiefly as personal aids and as helps to students in classes in retailing. In making up the earlier lists there was no thought of publication, hence no effort was made to follow any uniform method of making title entries, and the writer has been addicted to abbreviations never sanctioned by good library usage. Paging, prices, dates of publication were occasionally omitted; and authors' names were never written out in full but always indicated by surname and initials only. Considerable help has been courteously given by members of the staff of Columbia University Library to put the list into more presentable form, for which service grateful acknowledgment and thanks are extended; but for the errors and unconventional methods of entry the writer assumes the full and sole responsibility.

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2. Knapp, J. W. Store Management and Business Organization. 373 p.
3. Greendlinger, L., and Johnston, P. H. Financing. 389 p.
4. Frey, A. W., and Nystrom, P. H. Merchandise Control. 353 p.
5. Murphy, J. A., and Block, J. Buying. 332 p.
6. Comyns, R. J., and Jones, J. G. Selling. 336 p.
7. Parrish, A., and MacBride, B. Advertising. 333 p.
8. Beebe, D. E., and Childs, G. S. Credits, Collections and Correspondence. 368 p.
9. Madden, J. T. Accounting. 404 p.
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GENERAL BUSINESS PERIODICALS

The following business periodicals are of interest to retailers. They do not deal specifically with retailing, but are helpful in interpreting general business trends. Periodicals dealing more specifically with retailing and retail goods are to be found under appropriate headings further on in this bibliography.

Advertising and Selling. New York.	Fortnightly.	3.00
Commerce and Finance. New York.	Weekly.	5.00
Daily News Record. New York.	Daily.	15.00
Journal of Commerce. New York.	Daily.	15.00
Lefax. Philadelphia.	Monthly.	3.00
Magazine of Business. Chicago.	Monthly.	4.00
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No. 61. Department Store Operating Expenses for 1926, and Financial Ratios for 1923, 1924, 1925—Preliminary Report. 1.50

No. 57. Operating Expenses in Department Stores in 1925. 1.50

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International Merchandising. New York.	Monthly.	3.00
Merchant Economist and Dry Goods Reporter. Chicago.	Fortnightly.	3.00
Merchants Journal. Topeka, Kansas.	Weekly.	2.00
Pacific Coast Merchant-Economist. San Francisco.	Fortnightly.	2.00
Retail Ledger. Philadelphia.	Semi-monthly.	3.00
Southeastern Drygoods Merchant. Atlanta, Ga.	Monthly.	2.00
Southern Drygoods Merchant. St. Louis, Mo.	Monthly.	.50
Southern Merchant. Atlanta, Ga.	Monthly.	2.00
Store Operation. Cleveland, O.	Monthly.	1.00
Women's Wear. New York.	Daily.	6.00
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Mail Order News. New York.	Monthly.	3.00
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4. How to Start and Run a Rochdale Cooperative Society. .10

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7. British Cooperative Movement. .10
8. Cooperative Education. Duties of Educational Committee Defined. .10
9. How to Start a Cooperative Wholesale. .10
12. Credit Union and Cooperative Store. .05
15. How to Organize a District Cooperative League. .10
16. Model Cooperative State Laws. .10
27. Why Cooperative Stores Fail. .02
38. Consumers' Cooperative Movement in U. S., 1926. .10
39. Consumers' Cooperative Societies in N. Y. (Published by Consumers' League, New York City). .10
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HOLYOAKE, G. J. Rochdale Pioneers. New York, Cooperative League of America. 1.00

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WARNE, C. E. The Consumers' Cooperative Movement in Illinois. Chicago, University of Chicago Press, 1926. 420 p. 3.50

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N. Merchandise Studies

In the preparation of the following lists of books on merchandise lines, selections were made primarily with the needs and abilities of retail salespeople in view. The crying need in retail sales service is for better knowledge of the goods sold. It is in this particular field that reading, if the proper books can be found, will prove of the greatest help to the aspiring salesperson.

Of necessity, however, such literature must be simple, nontechnical, and easy to understand, yet complete and up-to-date. Most books in these fields are either too technical or too elementary. There are really very few that may be called good for retail salespeople.

In the preparation of the lists of titles for "China and Glass," "Draperies, Tapestries and Wall Paper," "Floor Coverings," "Furniture and Furnishings" and "Jewelry and Silverware" an attempt has been made to give standard historical treatises as well as the textbooks on both products of antique manufacture and modern goods. The present vogue for antiques in each of these fields justifies the careful attention and study of retailers and their employees of these types of merchandise. In the preparation of these lists many persons were consulted. What follows is a composite of the suggestions from these. An invitation is extended to criticise the selections offered and particularly to suggest other titles to be added in a later edition of this bibliography.

General Suggestions on How to Look Up Information on Merchandise

The following suggestions, if followed, will prove helpful to the retail store worker who wants to improve his knowledge about the goods he sells.

1. Ask the salesman who sells the merchandise to the stores for such facts and sales points as he may be able to give.

2. Write to the producer of the goods for the information you desire. Many manufacturers publish circulars, pamphlets, and even expensive books describing their products in detail. These materials are usually available to those interested for the asking. A brief list of such merchandise studies prepared by manufacturers is presented at the close of this bibliography.

3. For general information on the larger classes of merchandise consult a good encyclopaedia, such as—

Encyclopaedia Britannica.

New International Encyclopaedia.

4. Look up the reports on production of the goods to be studied in the U. S. Census. If the merchandise is manufactured in this country, considerable information can often be obtained from the reports of the "Biennial Census of Manufactures" published by the U. S. Bureau of the Census, Washington, D. C.

5. If the merchandise to be studied is made abroad, try the "Annual Summary of Foreign Commerce" published by the U. S. Bureau of Foreign and Domestic Commerce, Washington, D. C.

6. The U. S. Department of Commerce, Washington, D. C., has published many bulletins on a variety of merchandise lines. Several are listed in the following pages. If you do not find what you want, and if the time permits, write to the U. S. Department of Commerce for information on publications covering your requirements.

7. Go to the public library in your vicinity and look up your subjects with the help of the library card catalog. Ask for the help of the librarians if you do not understand fully how to use the library catalog.

8. Occasionally help on specific subjects can be obtained by looking up the names of books published on the subject under study in the "U. S. Catalog" which lists most of the books that come out every year. Be sure to go through the cumulative indexes for several years back. A book several years old may in many cases be very helpful.

9. Look up the articles that have appeared on the subject of which study is to be made with the help of the following yearly cumulative indexes usually found in public libraries—

"Readers' Guide to Periodical Literature."
"Industrial Arts Index."
"Public Affairs Information Service."

10. There are at the present writing no adequate indexes of trade periodicals available to the public. It is in the trade papers, however, that the most valuable and practical information can generally be found on merchandise sold in retail stores. This bibliography lists some of the principal trade papers under each merchandise classification. If the student can locate back files of any of the trade papers covering the field of his study, he will be likely to find much help simply by going through these back issues looking for headings bearing upon his subject.

Additional titles of trade periodicals classified by lines of merchandise may be found in "The American Newspaper Annual and Directory."

ART GOODS

EARLE, O. Lampshades: How to Make Them. New York, Dodd, Mead & Co., 1921. 102 p. 2.50

KNUDSON, G. P. T. Gift and Art Shop Merchandising. Boston, Little, Brown & Co., 1926. 155 p. 2.00

TRADE PERIODICALS

Buyers Lamp Directory. New York.	Bi-monthly.	
China, Glass and Lamps. Pittsburgh.	Weekly.	2.00
Gift and Art Shop. New York.	Monthly.	2.00
Gift Buyers Guide and Directory. New York.	Quarterly.	1.00
Giftwares. New York.	Monthly.	1.00
Novelty News. Waukegan, Ill.	Monthly.	3.00
Picture and Gift Journal. Chicago.	Monthly.	2.00
Pottery, Glass and Brass Salesman. New York.	Weekly.	2.00
Western Gift, Art and Novelty Shop. Los Angeles, Calif.	Monthly.	1.50

AUTOMOBILES AND ACCESSORIES

Automobile Selling by Practical Salesmen. Chicago, Chicago Automobile Trade Assoc., 1924. 115 p.

BARBER, H. L. Story of the Automobile. Chicago, A. J. Munson Co., 1917. 250 p. 1.50

BOYD, T. A. Gasoline: What Everyone Should Know About It. New York, Frederick A. Stokes Co., 1925. 211 p. 2.50

FULLER, R. G. Motor World Improved Garage Accounting System. New York, Scientific Book Corp. 15.00

How to Run a Retail Automobile Business at a Profit. Chicago, A. W. Shaw Co., 1918. 218 p. 1.50

KNOBLE, C. Automobile Selling Sense. New York, Prentice-Hall Co., 1923. 225 p. 2.00

NEWMARK, J. H. Automobile Business. Detroit, Mich., Automobile Pub. Co., 1915. 201 p. 2.00

PRENTISS, D. C. Ford Products and Their Sales. Detroit, Mich., The Franklin Press, 1923. 6 vol. 15.00

SILLS, W. C. Sales Talks. New York, Chevrolet Motor Co., 1920. 94 p.

TRADE PERIODICALS

Accessory and Garage Journal. Pawtucket, R. I.	Monthly.	2.00
American Garage and Auto Dealer. Buffalo, N. Y.	Monthly.	2.00
Automobile Topics. New York.	Weekly.	3.00
Automobile Trade Journal. Philadelphia.	Monthly.	2.00
Automotive Daily News. New York.	Daily.	12.00
Automotive Industries. Philadelphia.	Weekly.	3.00
Automotive Merchandising. New York.	Monthly.	
Canadian Automotive Trade. Toronto, Canada.	Monthly.	2.00
Ford Dealers News. New York.	Fortnightly.	2.00
India Rubber World. New York.	Monthly.	3.00
Motor—the Automotive Business Paper. New York.	Monthly.	3.00
Motor Age. Chicago.	Weekly.	3.00
Motortrade. Kansas City, Mo.	Monthly.	2.00
Motor Trade. Toronto, Canada.	Monthly.	2.00
Publishers' Weekly. New York.	Weekly.	5.00
Rubber Age. New York.	Semi-monthly.	2.00
Tires. New York.	Monthly.	2.00

BOOKS

AMERICAN BOOK TRADE DIRECTORY. New York, R. R. Bowker Co., 1928. 7.50

Briggs, W. H. Buying and Selling Rare Books. New York, R. R. Bowker Co., 1927. 2.00

Crowell, C. R. Bookshop Accounts and Records. New York, National Association of Book Publishers, 1926. Gratis

Estabrook, J. J. Developing the Mail Order Business of the Bookstore. New York, National Association of Book Publishers. Gratis

Graham, B. The Bookman's Manual; a Guide to Literature. New York, Publishers' Weekly, 1925. 3.50

Holden, J. A. The Bookman's Glossary. New York, Publishers' Weekly, 1925. 2.00

Hotchkiss, J. T. Bookstore Advertising, Publicity and Window Display. New York, National Association of Book Publishers, 1926. .50

Humble, M. The Rental Library. New York, National Association of Book Publishers, 1925. Gratis

Knight, C. Shadows of Old Booksellers. New York, R. R. Bowker Co. 2.25

Melcher, F. G. The Successful Bookshop. New York, National Association of Book Publishers, 1926. Gratis

CHINA AND GLASSWARE

Barnard, H. Chats on Wedgewood Ware. New York, Frederick A. Stokes Co., 1925. 260 p. 4.00

Blacker, J. F. Chats on Oriental China. New York, Frederick A. Stokes Co., 1908. 408 p. 4.00

Burgess, F. W. Old Pottery and Porcelain. New York, G. P. Putnam's Sons, 1916. 426 p. 5.00

Cannon, T. G. Old Spode. New York, Frederick A. Stokes Co., 1925. 82 p. 5.00

Cox, G. J. Pottery. New York, Macmillan Co., 1914. 200 p. 1.80

Eberlein, H. D., and Ramsdell, R. W. The Practical Book of Chinaware. Philadelphia, J. B. Lippincott Co., 1925. 325 p. 10.00

Glass and Glassware, Glass Industry, General Conditions, Minor Glass Manufacturing Processes. Washington, U. S. Tariff Commission, 1921. 127 p. .10

The Glass Industry. Washington, Government Printing Office, 1917. 430 p. .35
(U. S. Bureau of Foreign and Domestic Commerce. Miscellaneous Series No. 60.)

The Glass Industry as Affected by the War. Washington, Government Printing Office, 1918. 147 p.
(Tariff Information Series No. 5.)

HANNOVER, E. Pottery & Porcelain. New York, Charles Scribner's Sons, 1925. 3 vol. 25.00

HAYDEN, A. Chats on English China. 3d ed. New York, Frederick A. Stokes Co., 1917. 287 p. 4.00

HAYDEN, A. Chats on Old Earthenware. New York, Frederick A. Stokes Co., 1909. 496 p. 4.00

HURLBUTT, F. Bow Porcelain. London, G. Bell & Sons, 1926. 183 p. 6.35

HURLBUTT, F. Old Derby Porcelain. New York, Frederick A. Stokes Co., 1925. 312 p. 5.00

JERVIS, W. P. A Pottery Primer. New York, O'Gorman Pub. Co., 1911. 188 p. 1.00

LEHMANN, H. M. Glass and Glassware. New York, Ronald Press Co., 1922. 221 p. 1.25

LITCHFIELD, F. Pottery and Porcelain. 4th ed., rev. New York, Macmillan Co., 1925. 464 p. 9.00

MARSON, P. Glass and Glass Manufacture. London, Sir. I. Pitman & Sons, Ltd., 1918. 127 p. .85

MOORE, N. H. The Old China Book. New York, Frederick A. Stokes Co., 1903. 300 p. 4.50

MOORE, N. H. Old Glass, European and American. New York, Frederick A. Stokes Co., 1924. 394 p. 10.00

NOKE, C. J., and PLANT, H. J. Pottery. London, Sir I. Pitman & Sons, Ltd., 1924. 136 p. 1.00

NORTHEND, M. H. American Glass. New York, Dodd, Mead & Co., 1926. 209 p. 5.00

PERCIVAL, M. The Glass Collector. New York, Dodd, Mead & Co., 1919. 331 p. 3.00

The Pottery Industry. Washington, Government Printing Office, 1915. 709 p. .50
(U. S. Bureau of Foreign and Domestic Commerce, Miscellaneous Series No. 21.)

POWELL, H. J. Glass-making in England. New York, Macmillan Co., 1923. 183 p. 10.00

RINGO, F. J. China and Glassware. Chicago, A. W. Shaw Co., 1925. 166 p. 2.00

SEARLE, A. B. Clays and Clay Products. London, Sir I. Pitman & Sons, Ltd., 1915. 163 p. 1.00

SPARGO, J. Early American Pottery and China. New York, The Century Co., 1926. 393 p. 4.00

TIPTON, E. S. Table Decorations for All Occasions. New York, Frederick A. Stokes Co., 1924. 128 p. 3.00

TRADE PERIODICALS

China, Glass and Lamps. Pittsburgh.	Weekly.	2.00
Crockery and Glass Journal. New York.	Weekly.	3.00
Journal of the American Ceramic Society. Columbus, O.	Monthly.	12.00
Pottery, Glass and Brass Salesman. New York.	Weekly.	2.00
Pottery, Glass, Housefurnishings and Toys. Toronto, Canada.	Monthly.	2.00

CLOTHING—CHILDREN'S

KNEELAND, N. Infants' and Children's Wear. Chicago, A. W. Shaw Co., 1925. 187 p. 2.00

RINGO, F. J. Girls' and Juniors' Ready-to-Wear. Chicago, A. W. Shaw Co., 1924. 160 p. 2.00

TRADE PERIODICALS

Infants' and Children's Review. New York. Monthly.

CLOTHING—MEN'S AND BOYS' WEAR

BAKER, W. H. A Dictionary of Men's Wear. Cleveland, W. H. Baker, 1908. 326 p. 2.50

Fairchild's Men's Wear Directory of New York. New York, Fairchild Pub. Co. Semi-annual. .25

HAY, J. H. Investigation of the Cost of Clothing. St. Paul, Minn., State Department of Agriculture, 1920. 12 p. (Bulletin No. 6.)

INWARDS, H. Straw Hats. London, Sir I. Pitman & Sons, Ltd., 1922. 126 p. 1.00

Men's Factory Made Clothing Industry. Washington, Government Printing Office, 1916. 300 p. .45
(U. S. Bureau of Foreign and Domestic Commerce. Miscellaneous Series No. 34.)

NORTHWESTERN UNIVERSITY. BUREAU OF BUSINESS RESEARCH. Chicago. Publications issued in cooperation with the National Association of Retail Clothiers.

No. 1. Costs, Merchandising Practices, Advertising and Sales in the Retail Distribution of Clothing. 1921. 6 vols. 7.50

No. 2. Selling Expenses and Their Control — a Study in the Retail Distribution of Clothing. 1922. 416 p. 4.25

No. 3. A Business Barometer for Retailers. 1922. 20 p. .50

No. 4. Stock Turnover in Retail Clothing Stores. 1922. 10 p. .50

No. 5. Amounts Sold Per Full-time Salesman in Retail Clothing Stores. 1922. 14 p. .50

No. 6. The Control of Expenses and Profits in the Retail Merchandising of Clothing. 1922. 12 p. .50

No. 7. Commercial Rent as an Expense and Its Relation to Profits. 1923. 30 p. 1.00

No. 8. Competition in the Retail Distribution of Clothing. 1923. 27 p. 1.00

No. 9. Expense Levels in Retailing. 1924. 46 p. 2.00

No. 10. A Seven Years' View of Sales and Expenses of Retail Clothiers. 1924. 28 p. 1.00

No. 11. Retailers' Original Mark-up on Men's Suits for 1913 and 1916-21. 1925. 1.00

POOLE, B. W. The Clothing Industry. London, Sir I. Pitman & Sons, Ltd., 1920. 100 p. 1.00

Present Day Importance of News and Ideas in Men's Wear Merchandising. New York, Fairchild Pub. Co., 1923. 85 p.

RINGO, F. J. Men's and Boys' Clothing and Furnishings. Chicago, A. W. Shaw Co., 1925. 160 p. 2.00

SECRIST, H. The Widening Retail Market and Consumers' Buying Habits. Chicago, A. W. Shaw Co., 1926. 186 p. 3.00

SELEKMAN, B. M. The Clothing and Textile Industries in New York and Its Environs. New York, Regional Plan of New York and its Environs, 1925. 104 p. 1.00

Shirt and Collar Industries. Washington, Government Printing Office, 1916. 178 p. .20
(U. S. Bureau of Foreign and Domestic Commerce. Miscellaneous Series No. 36.)

SINSHEIMER, A. Retail Advertising of Men's and Boys' Clothing. New York, Harper & Bros., 1926. 271 p. 3.50

Wages and Hours of Labor in the Men's Clothing Industry. Washington, Government Printing Office, 1925. 51 p. .10
(U. S. Bureau of Labor Statistics. Bulletin No. 387.)

TRADE PERIODICALS

American Hatter. New York. Monthly. 4.00

Clothing Trade Journal. New York.	Monthly.	6.00
Haberdasher and Clothier and Furnisher. New York.	Monthly.	3.00
Men's Wear. Chicago.	Semi-monthly.	2.00
National Retail Clothier. Chicago.	Semi-monthly.	5.00

CLOTHING—WOMEN'S AND MISSES' APPAREL

Allison, M. Dressmaking as a Trade for Women in Massachusetts. Washington, Government Printing Office, 1916. 180 p. .30
(U. S. Bureau of Labor Statistics. Bulletin No. 193.)

Baldt, L. I. Clothing for Women. 2d ed. Philadelphia, J. B. Lippincott, 1924. 454 p. 3.00

Bryner, E. The Garment Trades. Cleveland, O., Cleveland Foundation, 1916. 153 p.

Cary, M. Style and the Woman. New York, Dry Goods Economist, 1924. 56 p. 1.00

Corset and Underwear Review Handbook and Directory. New York, The Haire Pub. Co. Annual. 2.00

Ditchett, S. H. Historic Costumes. New York, Dry Goods Economist, 1920. 20 p. .50

Fairchild's Women's Wear Directory of New York. New York, Fairchild Pub. Co. Semi-annual. .25

Field, B. Clothes That Count and How to Make Them. New York, Frederick A. Stokes Co., 1923. 152 p. 2.50

Kneeland, N. Aprons and House Dresses. Chicago, A. W. Shaw Co., 1925. 141 p. 2.00

Kneeland, N. Negligees. Chicago, A. W. Shaw Co., 1925. 156 p. 2.00

Kneeland, N. Sweaters and Bathing Suits. Chicago, A. W. Shaw, 1925. 144 p. 2.00

Kneeland, N. Waists. Chicago, A. W. Shaw Co., 1924. 149 p. 2.00

Rhead, G. W. Chats on Costume. New York, Frederick A. Stokes, 1906. 304 p. 4.00

RINGO, F. J. Coats. Chicago, A. W. Shaw Co., 1925. 127 p. 2.00

RINGO, F. J. Muslin Underwear and Petticoats. Chicago, A. W. Shaw Co., 1925. 121 p. 2.00

RINGO, F. J. Skirts. Chicago, A. W. Shaw Co., 1925. 127 p. 2.00

RINGO, F. J. Suits. Chicago, A. W. Shaw Co., 1925. 123 p. 2.00

The Women's Muslin Underwear Industry. Washington, Government Printing Office, 1915. 184 p.
(U. S. Bureau of Foreign and Domestic Commerce. Miscellaneous Series No. 29.)

WOOLMAN, M. S. Clothing; Choice, Care and Cost. 2d ed., rev. Philadelphia, J. B. Lippincott Co., 1922. 290 p. 2.50

TRADE PERIODICALS

Corset and Underwear Review. New York.	Monthly.	2.00
Dry Goods Economist. New York.	Weekly.	5.00
Nugents'—the Garment Weekly. New York.	Weekly.	6.00
Women's Wear. New York.	Daily.	6.00
Women's Wear Magazine. New York.	Semi-monthly.	1.00

DRAPERIES, TAPESTRIES, WALL PAPER

ACKERMAN, P. Wall Paper, Its History, Design and Use. New York, Frederick A. Stokes Co., 1923. 268 p. 3.50

CANDEE, H. C. The Tapestry Book. New York, Frederick A. Stokes Co., 1912. 275 p. 6.50

CLIFFORD, C. R. The Decorative Periods. New York, Clifford & Lawton, 1906. 310 p.

CLIFFORD, C. R. Period Furnishings. New York, Clifford & Lawton, 1915. 238 p. 5.00

FALES, W. A Simple Course in Home Decorating. Boston, Small, Maynard & Co., 1923. 295 p. 3.50

FROHNE, H. W., and JACKSON, A. F. and B. Color Schemes for the Home and Model Interiors. Rev. ed. Philadelphia, J. B. Lippincott Co., 1924. 99 p. 5.00

GLOAG, J. Color and Comfort in Decoration. New York, Frederick A. Stokes Co., 1925. 186 p. 3.00

GLOAG, J. Simple Schemes for Decoration. New York, Frederick A. Stokes Co., 1923. 151 p. 3.00

HUNTER, G. L. Decorative Textiles. Philadelphia, J. B. Lippincott Co., 1918. 457 p.

HUNTER, G. L. The Practical Book of Tapestries. Philadelphia, J. B. Lippincott Co., 1925. 302 p. 10.00

MCCLELLAND, N. The Practical Book of Decorative Wall-treatments. Philadelphia, J. B. Lippincott Co., 1926. 273 p. 10.00

PERCIVAL, M. The Chintz Book. New York, Frederick A. Stokes Co., 1923. 103 p. 5.00

PRIESTMAN, M. T. Art and Economy in Home Decoration. New York, John Lane Co., 1912. 2.00

RINGO, F. J. Draperies. Chicago, A. W. Shaw Co., 1925. 119 p. 2.00

SELL, M. A., and H. B. Good Taste in Home Furnishing. New York, John Lane Co., 1915. 140 p. 1.50

THOMSON, W. G. A History of Tapestry. New York, G. P. Putnam's Sons, 1906. 506 p. 12.00

WARD, G. W. Wall Paper. London, Sir I. Pitman & Sons, Ltd., 1922. 100 p. 1.00

WRIGHT, A. F. Interior Decoration for Modern Needs. New York, Frederick A. Stokes Co., 1917. 225 p. 3.50

YOUNG, C. L. Practical Painting and Paper Hanging. New York, Century Co., 1924. 414 p. 5.00

YOUNG, C. L. Wall Paper and Wall Paper Hanging. New York, Century Co., 1926. 293 p. 5.00

TRADE PERIODICALS

Decorative Furnisher. New York. Monthly. 3.00

Dry Goods Economist. New York.	Weekly.	5.00
Painters' Magazine and Paint and Wall Paper Dealer. New York.	Monthly.	2.00
Upholsterer and Interior Decorator. New York.	Monthly.	3.00
Wall Paper. New York.	Monthly.	1.00

DRUGS

(Books on Pharmacy not included)

FARRINGTON, F. Making a Drug Store Pay. New York. Ronald Press Co., 1914. 303 p. 2.00

FARRINGTON, F. Retail Advertising for Druggists and Stationers. New York, Baker & Taylor Co., 1901. 244 p.

FORBES, B. A. Money Making Hints for Soda Fountain Owners. New York, D. O. Haynes & Co., 1907. 97 p.

HANCE BROS. & WHITE. Business Building and Money Making for Chemists. Philadelphia, Hance Bros. & White, 1895. 39 p.

HANCE BROS. & WHITE. How to Make a Drug Store Pay Better. Philadelphia, Hance Bros. & White, 1894. 160 p.

HANCE BROS. & WHITE. How to Make Money on and by Agreeable Trifles. Philadelphia, Hance Bros. & White, 1892. 79 p.

HUMPHREY, J. Drugs in Commerce. London, Sir I. Pitman & Sons, Ltd., 1921. 116 p. 1.00

KAHNWEILER, B. Common Sense Drug Store Advertising. New York, Carey Printing Co., 1921. 61 p.

MANDABACH, P. J. Drug Store Merchandising. Chicago, National Drug Clerk, 1923. 191 p. 2.00

MASON, H. B. The Druggist and His Profits. Detroit, Mich., E. G. Swift, 1915. 127 p. 1.00

MASON, H. B. 350 Dollar Ideas for Druggists. Detroit, Mich., E. G. Swift, 1910. 186 p. 1.00

MASON, H. B. Window Displays for Druggists. 3d ed. Detroit, Mich., E. G. Swift, 1915. 194 p. 1.00

Merchandising Advertised Products Through Drug Stores. Philadelphia, J. H. Cross Co., 1920. 64 p.

O'Connor, D. C. Selling Own Goods. Boston, Spatula Pub. Co., 1923. 168 p. 1.50

O'Connor, D. C. Treatise on Commercial Pharmacy. 3d ed., rev. Philadelphia, J. B. Lippincott Co., 1925. 420 p.

TRADE PERIODICALS

American Druggist. New York.	Monthly.	2.00
Beverage News. New York.	Monthly.	2.00
Bulletin of Pharmacy. Detroit, Mich.	Monthly.	2.00
Candy and Soda Profits. St. Paul, Minn.	Monthly.	1.00
Drug Merchandising. Toronto, Canada.	Fortnightly.	2.00
Drug Topics. New York.	Monthly.	2.00
Druggist Merchandising Journal. Waukegan, Ill.	Monthly.	1.00
Druggists' Circular. New York.	Monthly.	2.50
Fountain Profits. Portland, Oregon.	Monthly.	1.00
Journal of the American Pharmaceutical Association. Baltimore.	Monthly.	4.00
Modern Druggist. New Orleans, La.	Monthly.	1.00
N. A. R. D. Journal. Chicago.	Weekly.	2.00
Oil, Paint and Drug Reporter. New York.	Weekly.	5.00
Pacific Drug Review. Portland, Oregon.	Monthly.	2.00
Pharmaceutical Era. New York.	Weekly.	3.00
Practical Druggist and Spatula, Consolidated. New York.	Monthly.	1.50
Retail Druggist. Detroit, Mich.	Monthly.	1.00
Retail Druggist of Canada. Toronto, Canada.	Monthly.	1.50
Soda Dispenser. Atlanta, Ga.	Monthly.	1.00
Soda Fountain. New York.	Monthly.	1.25
Western Confectioner. San Francisco, Calif.	Monthly.	3.00
Western Druggist. Chicago.	Monthly.	1.50

DRY GOODS—TEXTILES

ADAMS, F. M. The Drygoodsman's Handy Dictionary. Rev., Enl. and Re-edited by Members of the Staff of the Drygoodsman and Southwest Merchant-Economist. St. Louis, The Drygoodsman and Southwest Merchant-Economist, 1924. 173 p. 2.50

BAYLEY, J. E. Drapery Business Organization and Management. London, Sir I. Pitman & Sons, Ltd., 1912. 291 p. 2.25

BEYNON, R. Drapery and Drapers' Accounts. London, Sir I. Pitman & Sons, Ltd., 1909. 274 p. 1.00

BUNTING, R. B. From Nature's Product to Textile Fabrics. New York, Dry Goods Economist, 1920. 28 p. .75

CHERINGTON, P. T. The Wool Industry. Chicago, A. W. Shaw Co., 1916. 261 p. 3.00

CHITTICK, J. Silk Manufacturing and Its Problems. New York, James Chittick, 1913. 432 p.

CLARK, S. Retail Drapery Advertising. 2d ed. London, The Trade Press Assoc., 1916. 324 p.

CLARK, W. A. Linen, Jute and Hemp Industries in the United Kingdom. Washington, Government Printing Office, 1913. 172 p. .25
(U. S. Bureau of Foreign and Domestic Commerce. Special Agents Series No. 74.)

COLE, A. H. The American Wool Manufacture. Cambridge, Mass., Harvard University Press, 1926. 2 vols. 7.50

COLE, G. S. Cole's Encyclopaedia of Dry Goods. New ed., rev. and enl. Chicago, Root Newspaper Assoc., 1900. 640 p.

COOK, T. D. Drapery and Boot Management. A Text Book for Managers and Salesmen of Co-operative Stores. Manchester, Eng., The Co-operative Union, Ltd., 1926. 454 p.

COOKE, J. H. The Velvet and Corduroy Industry. London, Sir I. Pitman & Sons, Ltd., 1922. 116 p. 1.00

COPELAND, M. T. The Cotton Manufacturing Industry of the United States. Cambridge, Mass., Harvard University, 1912. 415 p. 2.00

COPELAND, M. T. Distribution of Textiles. Cambridge, Mass., Harvard Bureau of Business Research, 1926. 196 p. 3.50

CRAWFORD, M. D. C. The Heritage of Cotton. New York, G. P. Putnam's Sons, 1924. 244 p. 7.50

DARBY, W. D. Cotton, the Universal Fibre. New York, Dry Goods Economist, 1922. 68 p. 1.50

DARBY, W. D. Linen, the Emblem of Elegance. New York, Dry Goods Economist, 1926. 79 p. 1.50

DARBY, W. D. Silk, the Queen of Fabrics. New York, Dry Goods Economist, 1922. 71 p. 1.50

DARBY, W. D. Wool, the World's Comforter. New York, Dry Goods Economist, 1922. 107 p. 1.50

DENNY, G. G. Fabrics and How to Know Them. Philadelphia, J. B. Lippincott Co., 1923. 146 p. 1.50

Directory of Branded Textile Merchandise. New York, Bragdon, Lord & Nagle Co. Annual. 5.00

Directory of Fabrics, etc. New York, Fairchild Pub. Co. Semi-annual. .25

DUMVILLE, J., and KERSHAW, S. Worsted Industry. New York, Isaac Pitman & Sons, 1924. 127 p. 1.00

FOLTZER, J. Artificial Silk and Its Manufacture. London, Sir I. Pitman & Sons, Ltd., 1921. 244 p. 5.00

GIBBS, C. M. Household Textiles. Boston, Whitcomb & Barrows, 1922. 256 p. 1.50

GLAZIER, R. Historic Textile Fabrics. New York, Charles Scribner's Sons, 1923. 119 p. 8.00

GOLDMAN, M. H., HUBBARD, C. C., and SCHOFFSTALL, C. W. Effect of Dry Cleaning on Silks. Washington, Government Printing Office, 1926. 29 p. .15
(U. S. Bureau of Standards. Technologic Papers. No. 322.)

HARMUTH, L. Dictionary of Textiles. 3d enl. ed. New York, Fairchild Pub. Co., 1924. 222 p. 5.00

HERZOG, A. The Determination of Cotton and Linen. Tr. from the 2d ed. New York, Teachers' College, Columbia University, 1916. 32 p. .25

HOOPER, L. Silk. London, Sir I. Pitman & Sons, Ltd., 1919. 126 p. 1.00

HUNTER, J. A. Cloths and Cloth Trade. London, Sir. I. Pitman & Sons, Ltd., 1926. 118 p. 1.00

HUNTER, J. A. Wool. London, Sir I. Pitman & Sons, Ltd., 1912. 118 p.

MOORE, A. S. Linen. New York, Macmillan Co., 1922. 205 p. 3.00

Official American Textile Directory. New York, Bragdon, Lord & Nagle Co. Annual. 5.00

PARLIN, C. C. The Merchandising of Textiles. Philadelphia, National Wholesale Dry Goods Assoc., 1914. 35 p.

PEAKE, R. J. Cotton. London, Sir I. Pitman & Sons, Ltd., 1921. 134 p. 1.00

RINGO, F. J. Linen and Bedding. Chicago, A. W. Shaw Co., 1925. 119 p. 2.00

SCHERER, A. B. Cotton as a World Power. New York, Frederick A. Stokes Co., 1916. 452 p. 4.00

THOMPSON, E. B. Cotton and Linen. New York, Ronald Press Co., 1922. 199 p. 1.25

THOMPSON, E. B. Silk. New York, Ronald Press Co., 1922. 232 p. 1.25

U. S. FEDERAL TRADE COMMISSION. The Cotton Trade. Washington, Government Printing Office, 1924. 510 p.

U. S. TARIFF COMMISSION. Silk and Manufactures of Silk. Washington, Government Printing Office, 1918. 166 p. (Tariff Information Series No. 3.)

Wages and Hours of Labor in Woolen and Worsted Goods Manufacturing. Washington, Government Printing Office, 1918.
(U. S. Bureau of Labor Statistics. Bulletin No. 238.)
(Description of Manufacturing Processes, p. 84-154.)

WOOLMAN, M. S., and MCGOWAN, E. A. Textiles; a Handbook for the Student and the Consumer. Rev. ed. New York, Macmillan Co., 1926. 572 p. 3.00

TRADE PERIODICALS

Atlantic Coast Merchant Economist. New York.	Fortnightly.	2.00
Dry Goods Merchants' Trade Journal. Des Moines, Ia.	Monthly.	3.00
International Merchandising. New York.	Monthly.	3.00
Merchant Economist and Dry Goods Reporter. Chicago.	Fortnightly.	3.00
Pacific Coast Merchant-Economist. San Francisco, Calif.	Fortnightly.	3.00
Southeastern Drygoods Merchant. Atlanta, Ga.	Monthly.	2.00
Southern Merchant. Atlanta, Ga.	Monthly.	2.00
Women's Wear. New York.	Daily.	6.00
Women's Wear Magazine. New York.	Semi-monthly.	1.00

FLOOR COVERINGS

BEAUMONT, R. Carpets and Rugs. London, Scott, Greenwood & Sons, 1924. 410 p. 15.00

BRINTON, R. S. Carpets and the Carpet Trade. London, Sir I. Pitman & Sons, Ltd., 1919. 124 p. 1.00

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Boot and Shoe Recorder. Boston.	Weekly.	5.00
Hide and Leather. Chicago.	Weekly.	5.00
Shoe and Leather Facts. Philadelphia.	Monthly.	1.00
Shoe and Leather Journal and Footwear in Canada. Toronto, Canada.	Semi-monthly.	2.00
Shoe and Leather Reporter. Boston.	Weekly.	6.00
Shoe Buyer. Boston.	Monthly.	4.00
Shoe Findings. New York.	Fortnightly.	2.00
Shoe Repairer and Dealer. Boston.	Semi-monthly.	2.00
Shoe Retailer. Boston.	Weekly.	3.00

SPORTING GOODS

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Sport Goods Journal of Canada. Toronto, Canada.	Monthly.	1.00
Sporting Goods Dealer. St. Louis, Mo.	Monthly.	2.00
Sporting Goods Gazette. Syracuse, N.Y.	Monthly.	1.00
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NOTE: Most of the foregoing titles of manufacturers' sales manuals appeared in an article in *Women's Wear*, August, 1926, originally prepared in the Research Bureau for Retail Training, University of Pittsburgh, and supplemented by additional titles from the School of Retailing of New York University. A number of new titles have been added to the present list.

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